



trading company



learn skills,
make money,
create a
fairer world!

THE AWARD-WINNING FAIR TRADE SOCIAL ENTERPRISE PROGRAMME FOR SCHOOLS AND COLLEGES

Groups of students in schools and colleges run their own social enterprise, making a difference to the way the world does business.

- ✓ A practical enrichment programme for students aged 14+
- ✓ Can be completed over 1 or 2 years
- ✓ Start at any point in the academic year

HOW DOES IT WORK?

Students will:

- Work with peers to run their own social enterprise
- Meet regularly to manage and plan business activities
- Sell NJaTC **fair trade** products in the community, to businesses and organisations
- Create income whilst helping poor producers and contributing to a fairer world
- Sell at events, make contacts, network with businesses
- Receive support from NJaTC and the network
- Access NJaTC products, back office support, bespoke website, learning resources.....

Not Just A Trading Company (NJaTC) was created, piloted and developed in partnership with young people themselves.

SETTING STUDENTS UP TO SUCCEED

Check out our Unique Selling Points!

USP

Wherever you see this sign ↑ you can be assured that you are getting involved in a truly innovative project. No other UK social enterprise programme exists like this!

"WHAT'S IN IT FOR US?"

- USP • Practical social enterprise/co-operative experience
- USP • Bringing **fair trade** products to market
- Business skills for CVs, team work, leadership, planning, organisation, research
- USP • Learning about supply chains and socially responsible businesses
- Finance: profit/loss, banking, budgeting, stock control, book-keeping, investment
- Creativity, design, marketing, corporate ID, PR, media
- Events and sales 'pitching' and communication
- Problem solving and risk management
- Networking, gaining business contacts and mentors
- USP • Competition with other NJaTC schools/college groups
- USP • Certificate of 'Achievement in Ethical Enterprise' from NJaTC
- Portfolio of evidence towards qualifications*
- Broaden career aspirations and opportunities
- USP • Raises school profile, creates links with local community & businesses
- Promotes inter-year peer group working

* OCR, ASDAN, CoPE and Enterprise Short Course as appropriate

NJaTC SUPPORTS
THE NATIONAL CURRICULUM
DELIVERED AS AFTER-SCHOOL
ENRICHMENT OR IN CLASS.



WHO DOES WHAT?



The student group:

- ✓ Provides comprehensive toolkit of learning materials on running a social enterprise
- ✓ Supplies **fair trade** NJaTC products for sales and practical learning (i.e. tea, coffee, rice, chocolate)
- ✓ Gives access to resource website – NJaTC's business, learning, networking tool
- ✓ Provides logistical support; an online shop, bank accounts, ordering, product shipping/delivery, online billing and customer support
- ✓ Gives access to Mentors and Peer networks
- ✓ Uses our **fair trade** links with poor producers overseas. Working together to reduce poverty and suffering through social enterprise!

- ✓ Chooses a social enterprise model, creates a constituted group, holds regular meetings
- ✓ Creates a business plan
- ✓ Works as a team to manage the social enterprise
- ✓ Researches and sells to different 'markets' using **fair trade** products supplied by NJaTC
- ✓ Publicises and organises community sales events
- ✓ 'Plugs-in' to NJaTC's resource website and online learning platform
- ✓ Manages ordering and stock control
- ✓ Generates income & invests profit for group/school

The school/college:

- ✓ Provides a place for the Student Group to meet
- ✓ Provides a secure area for products to be stored
- ✓ Provides stationery and computer access
- ✓ Provides an adult as Group supporter and bank signatory
- ✓ Completes NJaTC license agreement



OUR FAIR TRADE PRODUCTS - A REAL SELLING POINT!

NJaTC products were created for this social enterprise programme. They are **award-winning** and **fairly traded**; traced and sourced by our specialists. Each sale helps poor producers from overseas.



NJaTC's RESOURCE WEBSITE

Students access our secure website which includes:

- ✓ Toolkit of learning resources: activities, lesson plans, web-links, videos, business templates, 'How To' fact sheets
- ✓ Calendar, events-planner, conferencing, messaging facilities
- ✓ Networking, access to other NJaTC schools, groups and businesses
- ✓ Access to NJaTC team and to business mentors
- ✓ Online shop – ordering, shipping, logistics provided by NJaTC
- ✓ Group & individual member profile pages
- ✓ News on social enterprise and the world of responsible business



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National Curriculum

NJaTC's award-winning **practical** social enterprise programme supports many learning requirements across GCSE, A Level, International Baccalaureate and other qualifications.

In particular, units and themes from the following subjects can be met or enhanced: Business Studies, Maths, Citizenship, English, Geography, History and Community Action and Service (CAS).

But not just that... The entire programme was developed and piloted in partnership with young people!

QUOTES FROM PREVIOUS PARTICIPANTS:

“Getting involved in the enterprise taught me that team work and good communication is so important in a business. I learnt so much - and now have a lot more confidence talking to all different kinds of people.”

“It was really useful to take part in a programme which is about socially responsible business instead of selfish ways of making money. Because I had been doing all of the Not Just stuff, in my interview for a University place I was able to talk about things like sustainability and business ethics. The interviewer was really impressed and I got offered a place!”

NJaTC social enterprise programme works best for schools/colleges who:

- ✓ View international business and trade as a key part of curriculum learning
- ✓ Believe that Every Child Matters
- ✓ Value practical work related learning to enhance functional Maths and English
- ✓ Aim to engage more creatively with employers and work-related learning
- ✓ Want to discover students' 'hidden' Gifts & Talents, and undiscovered entrepreneurs
- ✓ Believe in **fair trade**, social enterprise and co-operative principles
- ✓ Want to harness students' flair for innovation for the good of the community
- ✓ Believe that enterprise **can** be ethical and provide economic wellbeing for all

Why choose NOT JUST a TRADING COMPANY?

01. Because we deliver more than just hands-on enterprise education. Our magic ingredient is 'nurturing Socially Responsible Enterprise'
02. Because the products students bring to market are socially responsible, helping to create a fairer society for all
03. Because we provide staff and students with full back-room admin, logistics, ordering infrastructure and support
04. Because students have the chance to engage with producers in developing countries, fostering awareness of global interdependence
05. Because NJaTC products can generate much needed income both at home and abroad!

Visit our websites:

www.notjustawebsite.org.uk

NJaTC website and online shop

www.lyf.org.uk

NJaTC was developed by the Lorna Young Foundation, an education charity experienced in community development both in the UK and overseas.

CONTACT US for further information on costs, course content or for a testimonial:

Email: info@notjustawebsite.org.uk

Call: **07944 979721**